

2042841580

MERIT AWARDS



Yes, the 1995 Merit
Awards Catalog is here! ☺



Your reward
for switching to great taste
at lower tar is here.

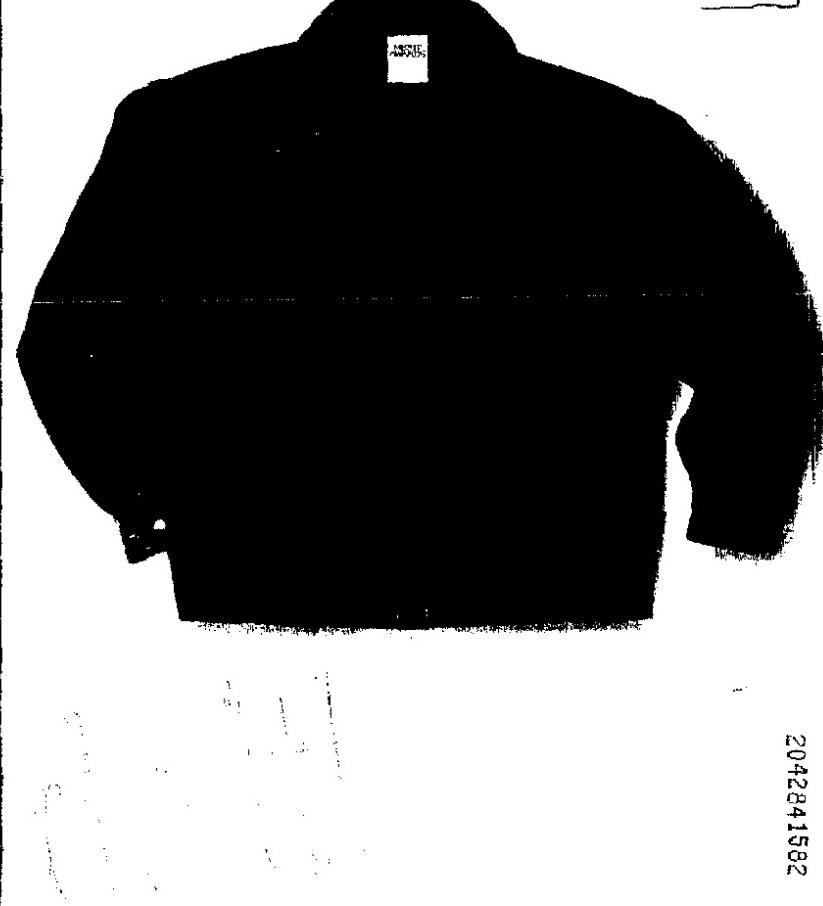
The 1995 Merit Awards Catalog
features quality items
chosen especially for you.
Best of all, they're yours free
just by collecting the UPCs
off your Merit packs.

Just look for the easy-to-order form
in the back of this catalog,
and you're on your way to
free rewards!

2042841581



You can



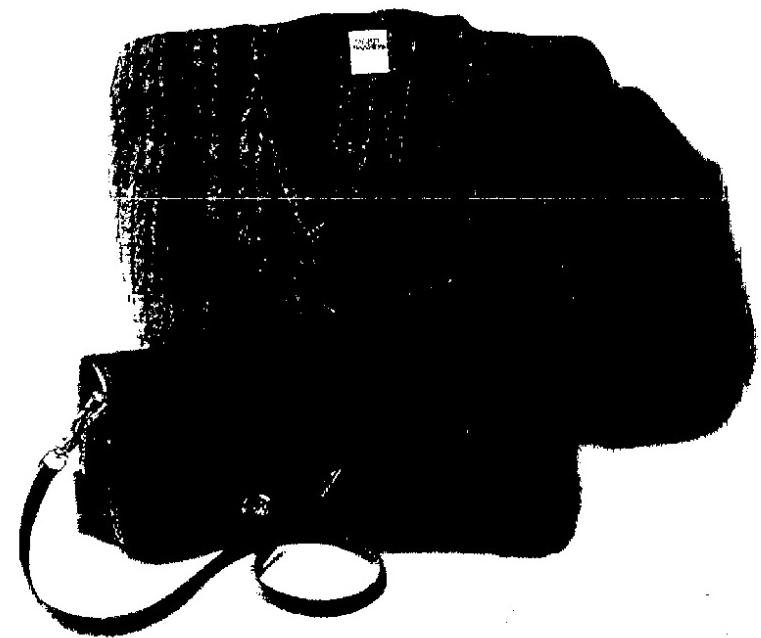
MERIT
AWARDS

2042841582

Merit Leather Flight Jacket Set your sights high with this Flight Jacket from Merit. Its genuine leather exterior is supple, yet rugged. The light-fill lining keeps you snug, yet sleek. Two deep-stitched front pockets and adjustable snap cuffs. Available in unisex sizes S, M, L, & XL.

450UPCs

5



Merit Cable Knit Sweater Don't let Autumn cool your enthusiasm. Keep cozy in this classic V-neck Cable Knit Sweater. Hand-knit 100% natural cotton yarn. Tunic length with side vents. Available in more colors. Sizes S/M & L/XL.

200UPCs

Coach Pocket Purse Carry yourself in style with the guaranteed quality of a Coach Pocket Purse. Hand-knitted leather and straw allow room to store the Coach Pocket Purse perfectly. It has a forming base and a shoulder strap made in Italian Tan. (9 1/2" W x 5 3/4" H x 2" D)

425UPCs

MERIT
AWARDS



5 mg "tar," 0.4 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.



Merit Gear Bag You're on a roll! This Merit Blue Gear Bag has room for what you need on the go, plus two heavy-duty wheels to keep you rolling. Five zippered exterior pockets. Moisture-proof side pocket. (32" L x 13" H x 14" W)

175UPCs

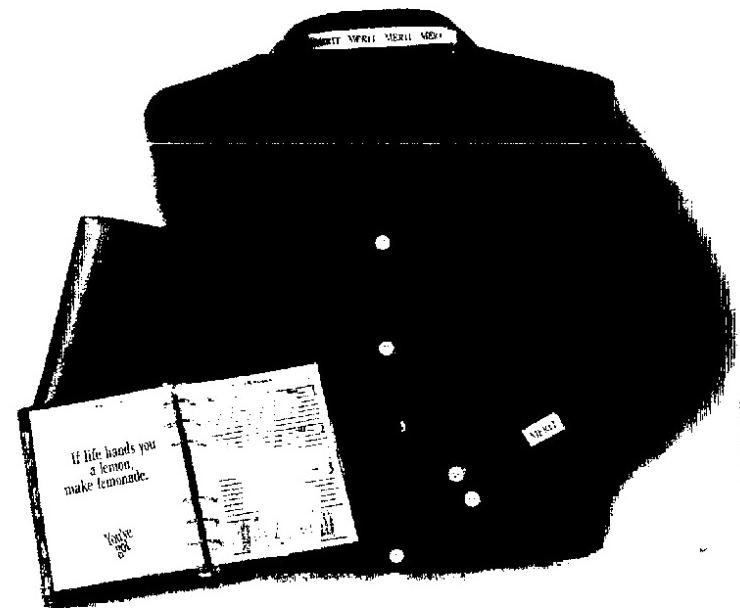
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9

See page 7 for Merit Cable Knit Sweater.



What are yo



2042841585

Merit Twill Shirt Casual, cool and comfortable. A Brushed Cotton Twill Shirt with two patch pockets and double-needle stitching throughout. Add the Merit Leather Flight Jacket for a comfortable look. Available in men's sizes M, L & XL.

125UPCs

Merit Leather Day Planner Make no small plans. This Leather Planner has four interior pockets and a 1996 weekly planner/address book. Plus, encouraging sayings to start you off each month with a positive attitude. (8" H x 5 1/4" W)

100UPCs

11

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.



C'mon, go



Magnavox Compact Disc AM/FM Stereo Clock Radio Start every day with a good note with this CD AM/FM Stereo Clock Radio from Magnavox. Wake up to music from your favorite CD or radio station. Dual alarms, snooze and 11-hour rechargeable battery system. (13 3/4" W x 3 1/2" H x 9 1/2" D)

12

425UPCs

for



2042841586

Merit Cosmetic Bag When you look good, you feel good. This water-resistant Cosmetic Travel Bag helps you feel great with four cosmetic compartments: toothbrush holder, soap dish, shampoo bottle and moisturizer container. Three plastic inside pockets. (11" H x 13 1/2" W)

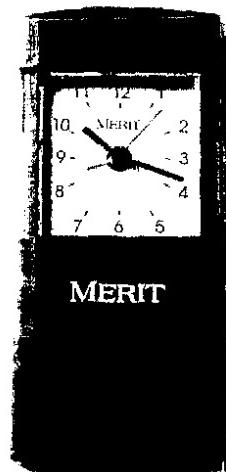
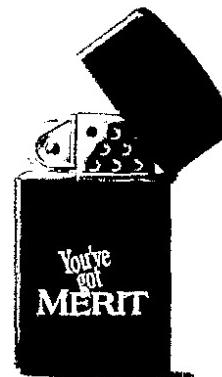
60UPCs

13

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

Yes, yes &



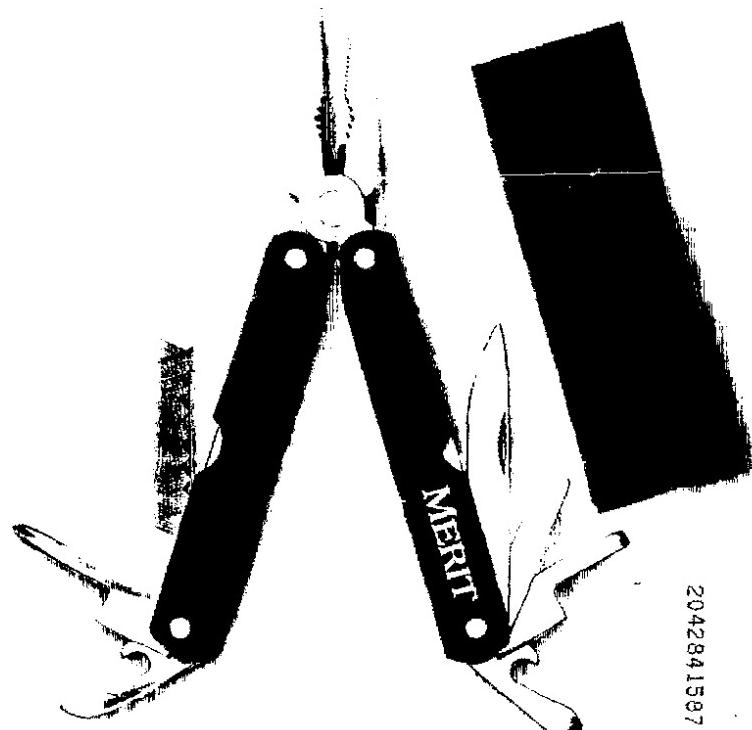
Merit Lighter What good is style without substance? The Merit Lighter gives you the best of both: the shiny blue lacquer casing is a real eye-catcher while the mini flip cap protects an electronic lighting system that keeps going light after light.

30UPCs

Merit Travel Clock When you're a go-getter, you need to get going on time. And this handy travel alarm clock keeps you right on the minute. Torch beam plus illuminated clock face. Toss one in your Merit Gear Bag and go! Battery included. (4 1/2" H x 2 1/4" W x 1/2" D)

40UPCs

14



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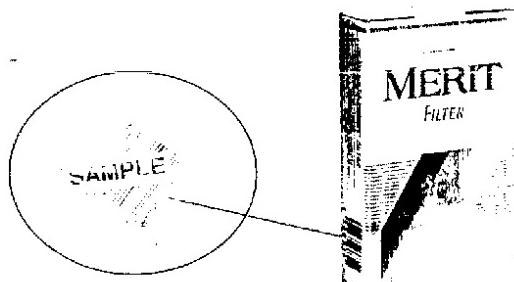
Merit Pocket Tool The secret to success is preparation. This stainless steel Merit Pocket Tool keeps you prepared for any situation. Handy tools include: wire cutter; bottle opener; blade; can opener; pliers plus both Phillips and flat head screwdrivers.

70UPCs

MERIT
AWARDS

See how easy it is to get your Merit Awards.

Great taste at lower tax makes the switch to Merit an easy choice for you. We want to make it just as easy for you to get your Merit Awards. Simply clip the pack UPC's off any style Merit cigarette or cigarette lighter. Then, start collecting for your Merit Awards.



Order in 3 easy steps.

1.

Cut out the easy-to-order form completely. Must include signature and birth date. Program expires and orders must be postmarked by 5/31/96. Requests for additional catalogs must be received by 2/21/96.

2.

Include appropriate items from Merit Pack UPC's. Use checkmark to indicate. Add handling fees and include envelope for return (available in Mail-in catalog for \$1.00 postage).

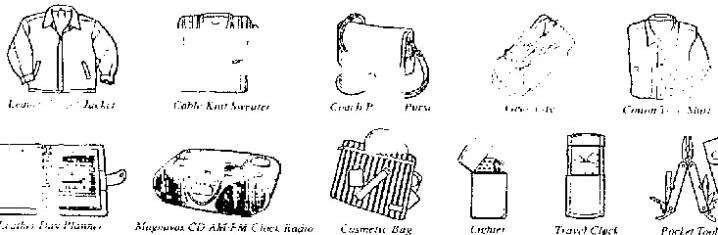
3.

Mail to our envelope to: Merit Awards, P.O. Box 8156, Dover, Delaware 19905-8156. Be sure to put proper postage on your envelope. Allow 10-12 weeks for delivery. It may take longer if you live in Alaska or Hawaii. Limit: two of each item per person, no more than 12 items total.

Call 1-800-884-5777
with inquiries about your order

Easy-To-Order Form

Please select your Merit Awards, detach along perforation and send in.
The completed form with your UPC's and check or money order
Mail to: Merit Awards, P.O. Box 8156, Dover, Delaware 19905-8156.
Program entries and orders must be postmarked by 5/31/96.



Mr _____
 Mrs _____
 Ms _____
Address _____
City _____
Phone _____

1234567890123456

State _____ **Zip** _____

8156

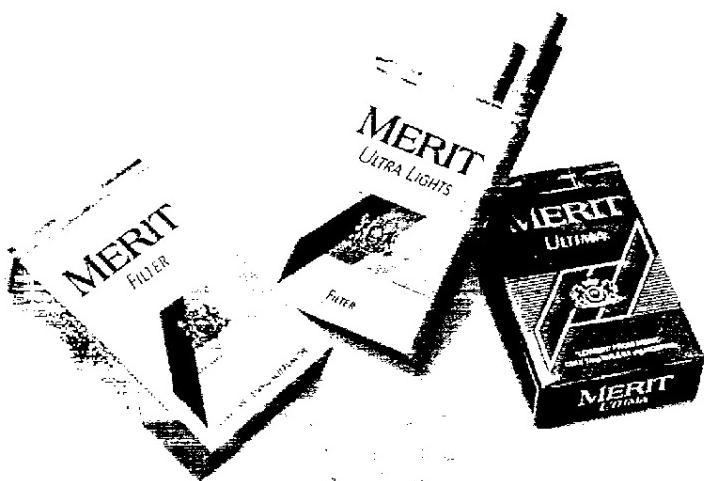
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Item	Qty.	UPC Required Per Item	Total Pack (UPCs Enclosed)
Leather Flight Jacket - S	x	450	=
Leather Flight Jacket - M	x	450	=
Leather Flight Jacket - L	x	450	=
Leather Flight Jacket - XL	x	450	x
Cable Knit Sweater - S/M	x	200	=
Cable Knit Sweater - L/XL	x	200	=
Coach Pocket Purse	x	425	=
Gear Bag	x	175	=
Cotton Twill Shirt - M	x	125	=
Cotton Twill Shirt - L	x	125	=
Cotton Twill Shirt - XL	x	125	x
Leather Day Planner	x	100	=
Magnavox CD AM/FM Clock Radio	x	425	=
Cosmetic Bag	x	60	=
Lighter	x	30	x
Travel Clock	x	40	=
Pocket Tool	x	25	=
TOTAL Pack (UPCs Enclosed)		2042341588	
SHIPPING AND HANDLING (Write In total S&H enclosed)			

By responding to this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail. I agree to abide by applicable state and federal laws.

Signature X _____ **Date** _____ **Birth Date** _____
 (initials) **Address** _____ **City** _____ **State** _____ **Zip** _____

Offer limited to smokers 21 years of age or older. No fractions accepted. Offer non-transferable, applies to USA only. Valid in Kansas and where otherwise prohibited. Offer valid to employees of Philip Morris and its advertising agencies and their immediate family according to the terms of your envelope. Please check with post office to ensure you're affixed proper postage. © 1995 Philip Morris Inc. 1995



MERIT

Ultima: Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights: Kings 5 mg "tar," 0.4 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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